

**DELEGATED OFFICER DECISION
STRATEGIC DIRECTOR OF REGENERATION AND ENVIRONMENT**

Date: Thursday 4th January 2018

A G E N D A

**1. DECISION RECORD – DELEGATED OFFICER DECISION BY THE
STRATEGIC DIRECTOR OF REGENERATION AND ENVIRONMENT**

Town Centre Parking - Town Centre Car Parking - Additional Two Hours Free
Parking on Saturdays (Pages 1 - 5)

Summary Sheet

Committee Name and Date of Committee Meeting

Officer Delegated Decision by the Strategic Director of Regeneration and Environment – 4 January 2018

Report Title

Town Centre Car Parking – Additional Two Hours Free Parking on Saturdays

Is this a Key Decision and has it been included on the Forward Plan?

No

Strategic Director Approving Submission of the Report

Damien Wilson, Strategic Director of Regeneration and Environment

Report Author(s)

Colin Knight – Head of Service - Highways

Ward(s) Affected

Boston Castle

Summary

A decision exercising a non-executive function delegated to the Strategic Director of Regeneration and Environment is sought in respect of offering two hours free parking at the expiration of a two hour session purchased in some town centre Council operated off-street car parks on Saturdays:

Recommendations

1. That authorisation be given to two hours free parking at the expiration of a two hour session purchased in the following Council operated off-street car parks on Saturdays:-
 - Clifton Hall
 - Drummond Street
 - Riverside (off Corporation Street)
 - Scala
 - Wellgate multi storey

List of Appendices Included

Nil

Background Papers

Minutes of Cabinet and Commissioners' Decision Making Meeting – 13 March 2017

Consideration by any other Council Committee, Scrutiny or Advisory Panel
No

Council Approval Required
No

Exempt from the Press and Public
No

Town Centre Car Parking - Two additional hours free on Saturdays

1. Recommendation

1.1 That authorisation be given to two hours free parking over and above a two hour session purchased in the following Council operated off-street car parks on Saturdays:-

- Clifton Hall
- Drummond Street
- Riverside (off Corporation Street)
- Scala
- Wellgate multi storey

2. Background

2.1 To support economic growth in the Town Centre consideration has been given to encourage shoppers to frequent the Town Centre by the introduction of further parking incentives.

3. Key Issues

3.1 It is anticipated that the offer will encourage shoppers / visitors to stay in the Town Centre for longer on Saturdays and potentially support more businesses.

4. Options considered and recommended proposal

4.1 Do nothing

Rejected as this would not support economic growth.

4.2 Offer an initial two hours or four hours free parking

These options were considered but the loss of income would cause a significant budget pressure.

4.3 Free Saturday Parking

This option was considered but the loss of income would cause a significant budget pressure.

4.4 Free Parking after 3pm

This option had been previously implemented from 2008 to 2010 but its success was limited with many businesses reporting no positive impact. The cost of re-offering this initiative was considered too great when considering the limited likely benefits.

4.5 Recommended Proposal

That authorisation be given to two hours free parking over and above a two hour session purchased in the following Council operated off-street car parks on Saturdays:-

- Clifton Hall
- Drummond Street
- Riverside (off Corporation Street)

- Scala
- Wellgate multi storey

5. Consultation

5.1 The Council's Planning and Transportation Team and Rotherham Investment and Development Office have been consulted.

6. Timetable and Accountability for Implementing this Decision

6.1 The offer can be implemented with effect from February 2018.

6.2 The Parking Services Manager will be accountable for implementing the offer.

7. Financial and Procurement Implications

7.1 The loss of income from the recommended offer is likely to be negligible because the vast majority of Saturday parking sales are currently for 2 hours or all day durations.

7.2 A quote for "pay and display" software changes has been obtained in the sum of £838.00. This sum can be funded from the Parking Services maintenance budget.

8. Legal Implications

8.1 No amendment to the Traffic Regulation Order is required.

9. Human Resources Implications

9.1 There are no human resources implications associated with this proposal.

10. Implications for Children and Young People and Vulnerable Adults

10.1 There are no implications for children and young people or vulnerable adults.

11. Equalities and Human Rights Implications

11.1 There are no equalities or human rights implications associated with this proposal.

12. Implications for Partners and Other Directorates

12.1 There are no implications for partners or other directorates.

13. Risks and Mitigation

13.1 No risks have been identified in respect of this proposal.

14. Accountable Officer(s)

Colin Knight – Head of Service – Highways
Martin Beard – Parking Services Manager

Approvals obtained on behalf of:-

	Named Officer	Date
Strategic Director of Finance & Customer Services		
Assistant Director of Legal Services		
Head of Procurement (if appropriate)		
Head of Human Resources (if appropriate)		

Report Author: Colin Knight, Head of Service - Highways

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